



## *DNA for your ONS:*

# Maximizing Success for Your DNA Project

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**T**he key to a successful DNA project is recruiting participants. This is an ongoing process, and can at times be the most difficult aspect. The following approaches and tasks will maximize your success with your DNA project.

### **Utilize the theme of discovery in all your recruiting materials.**

Participating is an opportunity for the man and those in his tree to make discoveries about their family tree, their surname, and their distant origin.

### **Keep your message simple.**

As you learn more about DNA testing for genealogy, it is tempting to explain more detailed information to potential participants. Over time, your presentation can become a scientific tutorial.

Keeping it simple is the most effective recruiting approach. Most people are interested in how they benefit, and only a small group care about the scientific details.

### **Utilize the free DNA project website at Family Tree DNA.**

The free DNA project website from Family Tree DNA provides exposure and marketing for your DNA project.

For those that come to the DNA Advisor to get a DNA project, one of the tasks I do is set up your DNA project website at Family Tree DNA with proven marketing material, and select standard options.

### **Review/update your DNA project website annually.**

When the calendar year changes, it is a great reminder to refresh or update your DNA project website. During the prior year you most likely had some activity, and perhaps some interesting discoveries. Adding this information to your website will provide the most current information to your visitors. Plus, if they are on the fence and have visited before, seeing something new or learning about a success or discovery might motivate them to participate or contact you.

To update your DNA project website, log into your GAP. In the Menu bar select Project Administration, then Public Website.

### **Review/update your DNA project profile annually.**

When you search your registered surname at Family Tree DNA, you arrive at the search results page. There are three sections to this page:

- Persons tested with the surname
- Y-DNA surname projects for the surname

- Other projects that include the surname, such as geographic projects

In the middle section, Y-DNA surname projects for the surname, there should be only one project listed – yours. If other surname projects have added your surname(s) to their project, contact the DNA Advisor who will investigate the situation and determine what actions to take.

There is supposed to be only one Y-DNA surname project for a surname. Sometimes there are others, and it is an accident. In other cases, a surname variant may have evolved from two different roots, and it is in two projects; this is acceptable.

Click on your DNA project on the search results page, and you arrive at your DNA project profile. Then you can review this item to determine if it needs to be updated.

To update your DNA project profile, log into your GAP, in the Menu bar select Project Administration, then Project Profile.

### **Check the surnames listed in your DNA project.**

The surnames included in your DNA project appear on both the DNA project profile and the DNA project website.

When the DNA Advisor sets up your DNA project, all the surnames that are registered with the Guild are included.

Perhaps you have changed your registered surnames, or you want to add some surnames to your DNA project to investigate whether they are variants. You can have surnames in your DNA project beyond your one-name study surnames, to investigate surname evolution and whether they are variants. You don't need to do a one-name study on these surnames, simply collect direct male line information from the participants.

It is important that all your registered surnames are listed in the DNA project, and that those surnames are ones that exist today. Do not include surnames that existed in the past, and do not survive today.

When people find the Family Tree DNA website, they search their surname. Make sure they can find your DNA project by listing all your registered surnames, and all other surnames that are potential variants that interest you.

To update your surnames, log into your GAP, in the Menu bar select Project Administration, then Project Profile. The surnames must be separated by commas.

## List your DNA project website in the Guild online Register, so the project gets visibility.

List either your DNA project profile or the home page of your DNA project website in the Guild online Register.

Copy the link to either of these from your browser's address bar.

Add your DNA project to the Guild online Register using this link:

<http://www.one-name.org/cgi-bin/user-maintenance/multiplewebsitefrontpage.cgi>.

After you click on the above link, you will then paste in the web address that you copied earlier into the box where it says "Submit DNA site."

## Create or update your Guild profile.

A Guild profile is basically a free webpage to promote your one-name study and DNA project. It is easy to create and maintain. You can add sections over time, or set up all the sections at once.

If you have a Guild profile, it would be beneficial to review and update it annually. Each year you probably know more about the surnames you are studying, and have had some discoveries with your DNA project.

Having a Guild profile will tell visitors about your one-name study and DNA project, and may encourage visitors to contact you.

Try to make your Guild profile interesting and warm and friendly, to encourage persons to contact you.

For information about setting up a Guild profile, visit the Guild Members Room.

Recently, a one-name study updated their Guild profile, and this was the only change to any of their Internet properties in that month. For some reason, five DNA participants inquired shortly after the update. Though there is no proof the two events are related, it is peculiar that the only change that month was to the Guild profile.

## Link your DNA project profile and DNA project website to your Guild profile and vice versa. If you have a one-name study website, link this to the others and vice versa.

This step is important to maximize your online exposure.

## Are there people in the Family Tree DNA database who are not in your DNA project?

There can often be people in the Family Tree DNA database that are not in your DNA project yet. They could have tested before you set up your DNA project, and you didn't get to step seven in your Getting Started email, or you started your DNA project by yourself and didn't know of this step.

Or, people could have tested since you had a project, such as buying a test kit at a conference, and didn't know about your project.

Some of these participants could be female, though they

are valuable to your project to help recruit a male from their tree or they can be a source of donations.

Here are the directions to get others with your DNA project surnames to join your DNA project.

First, find out if there are persons who have already tested with your surname(s) in the Family Tree DNA database, and not in your project. Go to the link below, search each of your DNA project surnames in the box on the right, one at a time, and record the surname and count for those surnames that show persons tested. If none are found, skip the remainder of this step.

<http://www.familytreedna.com/surname-search-results.aspx?>

Then count up those with each surname in your DNA project, on the Member Information report. For each surname found in the main database, subtract those in your project to get the resulting number who are in the database but not in your DNA project.

Modify the draft invitation email below to fit your situation, and send it to the DNA Advisor at [DNA@one-name.org](mailto:DNA@one-name.org) with a count of each surname in the database that is not in your project.

Your "invitation to join" email will be sent to the appropriate person at Family Tree, who will send it to those in the database who are not in your project. You will get a copy when it is sent. It usually takes a week.

It is recommended that you repeat this step at least annually. This invitation service is a benefit for Guild members provided by Family Tree DNA.

*Hi*

*My name is xxxxxx and I am writing to invite you to join the xxxxxx DNA Project.*

*Joining the project will not cost you anything, nor involve you in anything further, though I can probably provide you with information regarding your family tree. I have been researching the history of the xxxxxx surname and its variants since xxxx. Through my research I have been able to build up several different family trees, some going back as far as xxxx. If you can share some details of your family tree with me, then it is likely that I will be able to fit you on to one of the trees I have, which I will be happy to share with you, again at no cost to you.*

*To join, go to your Personal Page. Then, click "Projects" in the menu, then "Join a Project," and follow the directions. Enter "xxxxxx" in the search box that will come up on your screen.*

*If you have any questions please don't hesitate to contact me. I do hope that you will choose to join!*

xxxxx  
[xxxxx@one-name.org](mailto:xxxxx@one-name.org)

## The Guild logo for your DNA project web site.

If the DNA Advisor set up your DNA project, then the DNA project website automatically conforms to the requirements for the Guild logo, and the logo was turned on at Family Tree DNA. If you do a project search with one of your surnames, on the search results page you should see the word Guild next to your DNA project listing.

If you set up your own project or joined the Guild with a DNA project, you can qualify for the Guild logo.

A logo review is done to ensure that your DNA project meets the requirements. It is recommended that you check and address the following items before contacting the DNA Advisor about getting the Guild logo. These are the primary qualifications to display the Guild logo against a DNA project at Family Tree DNA.

- All your registered surnames are in the DNA project
- Any additional surnames listed in the DNA project are there as possible variants or to explore surname evolution
- Both the DNA profile and the DNA project website mention the Guild and the one-name study. Below is some sample text, or you can develop your own. Note that the sample text links to the Guild profile, which is called the one-name study website in the description. This approach is taken since most people find it much easier to create a Guild profile than to create a one-name study website, so therefore the Guild profile is their website.

*The surnames in this DNA project are researched as part of the XXXX one-name study. You can learn more about this significant research, and the associated family trees, by visiting the one-name study website, or contacting the Group Administrator.*

[http://one-name.org/name\\_profile/XXXX/](http://one-name.org/name_profile/XXXX/)

[XXXX@one-name.org](mailto:XXXX@one-name.org)

- Ensure that the DNA profile and DNA project website link to your Guild profile, and vice versa
- Your DNA project must be global in nature, and this must be expressed in the description. In other words, any DNA projects confined to a specific location, such as the USA, will **not** qualify for the logo.
- Your DNA results should be in genetic groups representing a genealogical time frame. This means that grouping by haplogroup is not sufficient.
- Your DNA project profile should not be one long run-on paragraph. You can fix this by inserting basic html. Insert <br> for a line break, and <br><br> to get a blank line between paragraphs.

## Develop a standard email/letter

If you came to the DNA Advisor to get your DNA project, you received a sample recruiting letter and email. You can improve these items by customizing them for your situation.

If you started your DNA project, it would be beneficial to develop a standard recruiting email and letter. This enables you to keep a consistent simple message in your recruiting activities.

## Raise donations to provide paid test kits.

It is easier to recruit participants if you can provide paid test kits. Often several members of a family tree will be willing to donate to cover the cost of a test kit for their family tree.

If you have several members of a family tree contributing towards a paid test kit, you can collect the funds, and order the kit from the Guild, or you can have a donation made to your DNA project general fund, though you wouldn't get the savings of purchasing the test kit from the Guild.

## Your participants can purchase test kits from the Guild for significant savings.

The Guild has implemented the facility where your participants can now purchase test kits from the Guild. Previously, only Guild members could purchase test kits. For complete information, visit this page at the Guild website: <http://one-name.org/dna-kits-available-from-the-guild/> or contact the DNA Kit Coordinator, Teresa Pask, at [dna-kit-order@one-name.org](mailto:dna-kit-order@one-name.org).

## Want to Get Started?

When you are ready to add DNA to your one-name study, the DNA Advisor is here to help, including setting up your project with proven marketing material. Simply write: [DNA@one-name.org](mailto:DNA@one-name.org). You will receive a completely setup project, that you can modify, along with an easy-to-follow 20-step Getting Started email and a sample recruiting email and letter. ■